

Dec 2nd, 12:00 AM

# Records! Records! Records! Iowa State University Extension's Crop Enterprise Record Program

John L. Creswell  
*Iowa State University*

Follow this and additional works at: <https://lib.dr.iastate.edu/icm>



Part of the [Agricultural and Resource Economics Commons](#), [Agricultural Economics Commons](#),  
and the [Economics Commons](#)

---

Creswell, John L., "Records! Records! Records! Iowa State University Extension's Crop Enterprise Record Program" (1993).  
*Proceedings of the Integrated Crop Management Conference*. 9.  
<https://lib.dr.iastate.edu/icm/1993/proceedings/9>

This Event is brought to you for free and open access by the Conferences and Symposia at Iowa State University Digital Repository. It has been accepted for inclusion in Proceedings of the Integrated Crop Management Conference by an authorized administrator of Iowa State University Digital Repository. For more information, please contact [digirep@iastate.edu](mailto:digirep@iastate.edu).

**RECORDS! RECORDS! RECORDS!**  
**IOWA STATE UNIVERSITY EXTENSION'S**  
**CROP ENTERPRISE RECORD PROGRAM**

John L. Creswell, Ph.D., C.P.Ag.  
Iowa State University  
Extension Field Specialist/Crops

In the early 1980s, producers asked Iowa State University Extension (ISUE) for help in selecting computer hardware and software, for training in effective use of these tools and for training in collecting, entering and analyzing crop production data. Good records help Iowa producers make sound management decisions -- a necessity if they are to remain profitable and competitive in today's global economy.

A crop enterprise record program, using Lotus 1-2-3™, was developed in the mid 1980s by Dr. William Edwards, ISU Extension Economist (the program now runs on Excel™). The program was tested by Extension field specialists with producer-cooperators.

Extension field specialists using the crop enterprise program teach the producer:

1. How to collect and enter field data.
2. Integrated Crop Management (ICM) practices.
3. Computer literacy.
4. Record analysis.

Program objectives are:

1. Train producers in data collection and input.
2. Give producers a "hands-on" experience with computers.
3. Improve the producer's ability to analyze/interpret data.
4. Use summarized data in Extension educational programs.
5. If requested, help producers that have "graduated" in selecting a commercial crop enterprise program.

Two formal evaluations over the past six years indicate that producers feel the crop enterprise program is worth at least \$1,000 per year in cost savings to their farm operation.